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Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W
---------- 106653
R 201405Z FEB 74
FM AMCONSUL DUSSELDORF
TO USDOC WASHDC
INFO AMEMBASSY BONN
AMCONSUL AMSTERDAM
AMEMBASSY BRUSSELS
AMCONSUL FRANKFURT
AMEMBASSY THE HAGUE
SECSTATE WASHDC 2171

UNCLAS DUSSELDORF 0147

USDOC

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: COMPUTER SOFTWARE TRADE MISSION
REF: (A) USDOC 2166; (B) USDOC 1376

1. ACTION REQUESTED: REPLY SOONEST REGARDING HOTEL RESERVATIONS (SEE PARA. 3) AND ASAP TO QUESTIONS RAISED IN PARAGRAPHS 4, 5, 6, AND 7.

2. DUESSELDORF WOULD BE PLEASED TO WELCOME THE PROPOSED COMPUTER SOFTWARE TRADE MISSION.

3. HOTEL ACCOMMODATIONS. PELASE LET US HAVE BY CABLE ASAP THE EXACT NUMBER OF ROOMS REQUIRED AND THE INCLUSIVE DATES. DURING THE PROPOSED DATES FOR THE DUSSELDORF VISIT WORLD CUP SOCCER MATCHES HAVE PRE-EMPTED ALL ACCOMMODATIONS WITHIN AN HOUR'S DRIVE OF DUESSELDORF. HOWEVER, THE DUESSELDORF HILTON HAS MADE TWELVE SINGLES AVAILABLE FOR THE MISSION FOR THE PERIOD JUNE 21 THROUGH 25, AT DM 118 (ABOUT $44 AT PRESENT EXCHANGE RATE) PER DAY. IT IS ESSENTIAL THAT THE HILTON BE INFORMED BY FEBRUARY 26 IF THE ROOMS ARE DEFINITELY REQUIRED. SINCE THE MISSION WILL BE COMING FROM AMSTERDAM, WILL NOT SOME
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MEMBERS WISH TO SPEND FRIDAY AND PART OF THE WEEKEND THERE BEFORE TRANSFERRING TO DUESSELDORF?

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4. MISSION SCHEDULE. WE WOULD LIKE TO HAVE CLARIFICATION OF THE NUMBER OF APPOINTMENTS DESIRED PER MISSION MEMBER. IF PURPORT OF PARA. 2, REF. (A) IS THAT EIGHT TO TWELVE MEMBERS HAVE TWELVE TO FIFTEEN APPOINTMENTS EACH, THIS WOULD BE A MINIMUM OF NINETY-SIX APPOINTMENTS. EVEN IF MANY LOCAL FIRMS WISH TO SEE TWO OR MORE MEMBERS OF THE MISSION (THE FEASIBILITY OF WHICH WE CANNOT JUDGE WITHOUT KNOWING THE EXTENT OF COMPETITION AMONG THE MISSION MEMBERS), THE NUMBER OF TELEPHONE CONTACTS NECESSARY TO SCHEDULING THE MISSION WOULD BE PRODIGIOUS. PLEASE PROVIDE GUIDANCE ON THIS POINT SOONEST.

5. MISSION AND OBJECTIVES. IN ORDER TO PROVIDE OPTIMAL SUPPORT TO THE MISSION, WE SHOULD LIKE TO HAVE ASAP COMPLETE INFORMATION ON ITS SIZE AND MAKEUP, IDENTIFICATION OF MEMBERS AND FIRMS REPRESENTED, DESCRIPTION OF PRODUCTS AND SERVICES OFFERED, AND MARKETING OBJECTIVES.

6. TRANSPORTATION AND INTERPRETERS. THE NATURE OF THIS CONSULAR DISTRICT WILL REQUIRE THAT MOST CALLS BE ON FIRMS OUTSIDE OF DUSSELDORF, POSSILY ONE TO THREE HOURS DISTANT. PLEASE ADVISE WHETHER TRANSPORATION AND DRIVER/INTERPRETERS WILL BE ARRANGED BY THE MISSION DIRECTLY OR BY THE POST AT MISSION EXPENSE. IF THE LATTER, MAXIUMUM LEAD-TIME WILL BE NECESSARY TO SECURE INTERPRETERS FOR THE DESCRIBED PERIOD.

7. SCHEDULING OF APPOINTMENTS. WILL FUNDS BE AVAILABLE TO DEFRAY COSTS OF TELEPHONE CAMPAIGN TO OBTAIN APPOINTMENTS?

8. WILL THIS BE AN IOGA MISSION?HENNEMEYER

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